

CITIZENSHIP AT WORK!

A Short Statement on the National Purpose Behind the Canadian Forestry Association.



The Canadian Forestry Association is a co-operative union of ten thousand Canadians who believe that the care of the public-owned forest resources is a first duty of their Citizenship.

Of all the resources, the forests are the most easily destructible. Lands, mines, fisheries, water-powers—mighty factors in the national machine—are subject to abuse and deterioration, but none is so exposed to rapid destruction as the forest.

Two-thirds of Canada's forests already have been destroyed by forest fires.

The story of purposeless devastation has applied uniformly from Coast to Coast.

Changing conditions only add to the enormity of timber destruction. As the forest areas decrease, the world's demand for the thousand-and-one products of the forest intensifies. Consider one forest product—the modern newspaper! Forty million newspapers are whirled from the presses of the United States and Canada every working day. A blank newspaper is but a flattened log.

America has to have for her newspapers every twelve months, a pile of spruce logs four feet high and nearly 9,000 miles long.

Small wonder that the industries and Governments have decided to face the question of impending forest "exhaustion" and find a remedy in fire prevention and sane forest management.

Canada is a country of public-owned forest lands. Fully nine-tenths of all the forest lands of the country are in possession of the state. The protection and management of these forest properties so as to keep the great resource self-perpetuating for all time to come is a long-time enterprise. It involves policies extending far beyond the "life expectancy" of any individual and most corporations. For such peculiar reasons, Forest Conservation is primarily a state responsibility devolving upon the whole of the people. The chief burden of forest depreciation and the greater part of the dividends of good handling are assumed by the Canadian people.

YOUR SERVICE TO CANADA.

Then, why the Canadian Forestry Association?

Because in democratic countries, legislation seldom runs in advance of public opinion. There must first be an informed public before there will be genuine forest protection. The Canadian Forestry Association takes upon itself that educational task.

"But," the reader may say, "I am not benefiting by this propaganda—not personally." Neither does the great bulk of our ten thousand members. Forest Conservation is but your synonym for alert citizenship. It is not primarily a technical or trade matter. It is national welfare.

THE MAN WHO SETS FIRES.

"Does the Association reach the man who actually causes the forest fires?"

"That is a question everyone is interested in. We have our lecturers working in various sections of Canada. They use motion pictures freely. We have what are called "Travelling Lecture Sets" for use in the schools and churches. Then our Railway Exhibition Car, a sort of "Forestry School on Wheels," it has gone into most of the provinces with its unique display and daily lectures.

We prepare and distribute free booklets, well-pictured, to tens of thousands of young people. We issue special editions of attractive literature to settlers, railroad men, etc. Maybe you have encountered our sermonettes in a cigarette package, or attached to the menu cards of a dining car! They have been used by thousands in such ways.

We place large fire-warning banners at some of the railway junctions, and no doubt you have read numerous of our newspaper and magazine articles sent out by our Publicity Bureau. Then, too, we get a great many business concerns to substitute our fire prevention advertisements for their regular ads in the papers.

"Why not allow the Governments to undertake this work?"

"Eventually they may, but mainly as a consequence of the Canadian Forestry Association's twenty years of propaganda. For the present, much of the Association's effort is expended in persuading some Governments to institute